



Fresno, California: *Transforming a City*

Infill Task Force

JULY 10, 2013

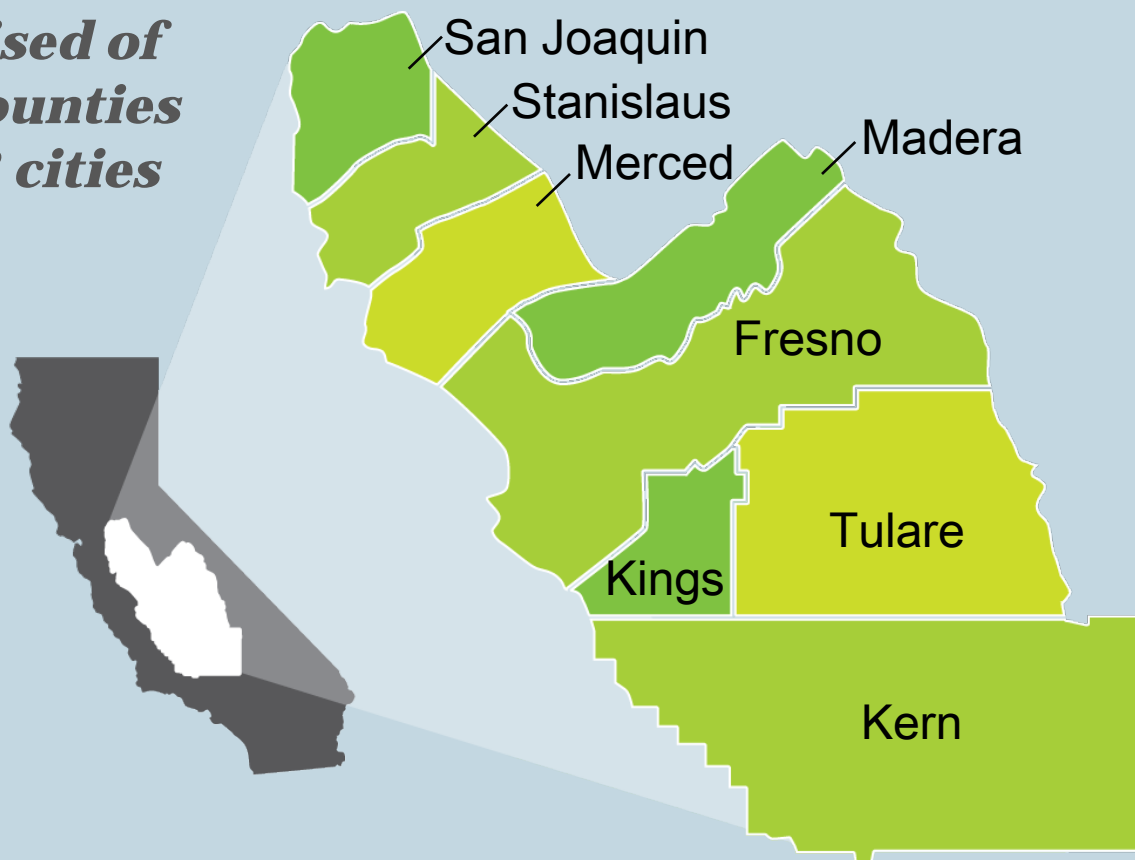
Overview

- ▣ **Regional Context – Where are we?**
- ▣ **Demographics – Who are we?**
- ▣ **City Transformation – What are we becoming?**
 - ▣ Economic Development
 - ▣ City Planning
 - ▣ Downtown Neighborhoods Community Plan
 - ▣ Fulton Corridor Specific Plan
 - ▣ 2035 General Plan Update and Urban Form



The San Joaquin Valley

*Comprised of
eight counties
with 62 cities*



City of Fresno

*In the 20th century, Fresno's population **exploded**.*

In 1960, it entered the ranks as one of the 100 largest cities in the United States with a population of 134,000.

In the 1990 census it moved up to 47th place with 354,000, and in the census of 2010 it achieved 36th place with 494,665.

City of Fresno

*Fresno sits at the heart of the California Central Valley, which is one of the **largest agricultural landmasses in the world** – 15 million acres.*

*Fresno County is the **most productive agricultural county in the Nation.***

*It is estimated that Fresno County **feeds one-third of the world with its agricultural output.***

City of Fresno

Population Snapshot

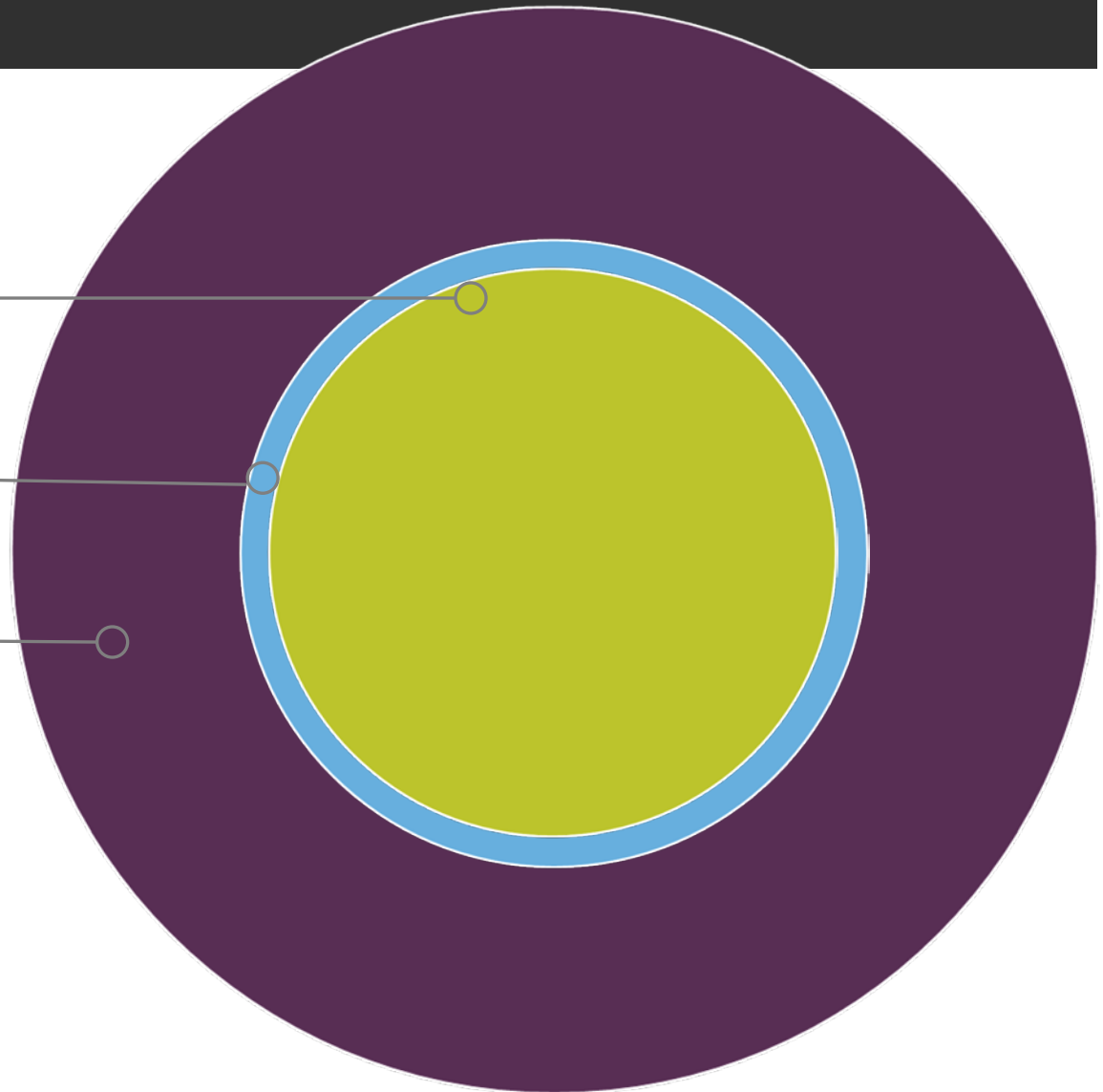
City ●
494,665

Metro ●
545,494

County ●
930,450

State
37,253,956

Nation
308,745,538



City of Fresno

Ethnicity

**Hispanic/Latino
of any race**

44.3%

White alone

33.7%

Asian alone

11.5%

**Black or African
American alone**

7.8%

Other race

0.3%

**Two or
more races**

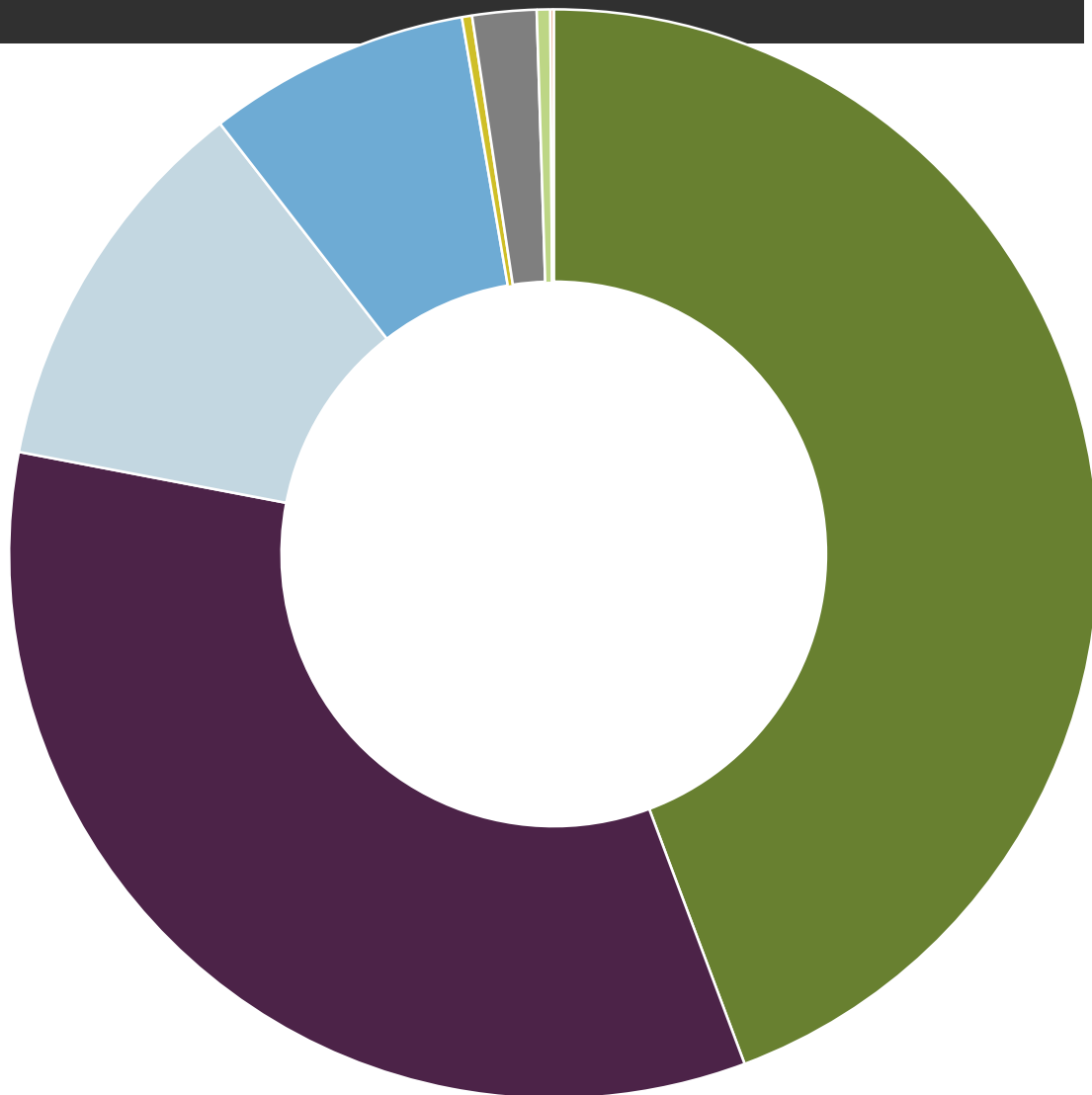
1.9%

**American Indian/
Alaskan Native**

0.4%

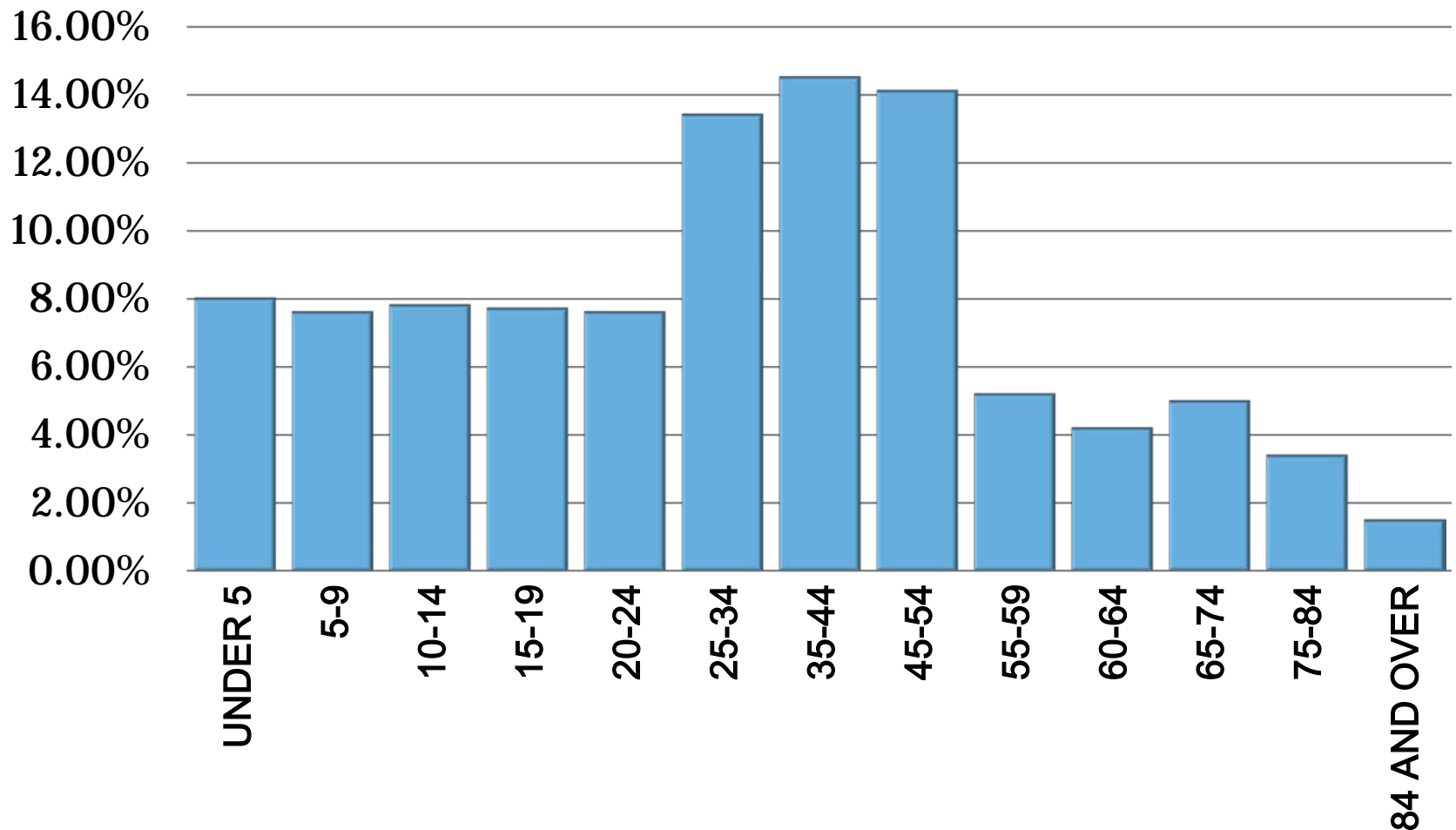
**Native Hawaiian
and Other Pacific
Islander alone**

0.1%



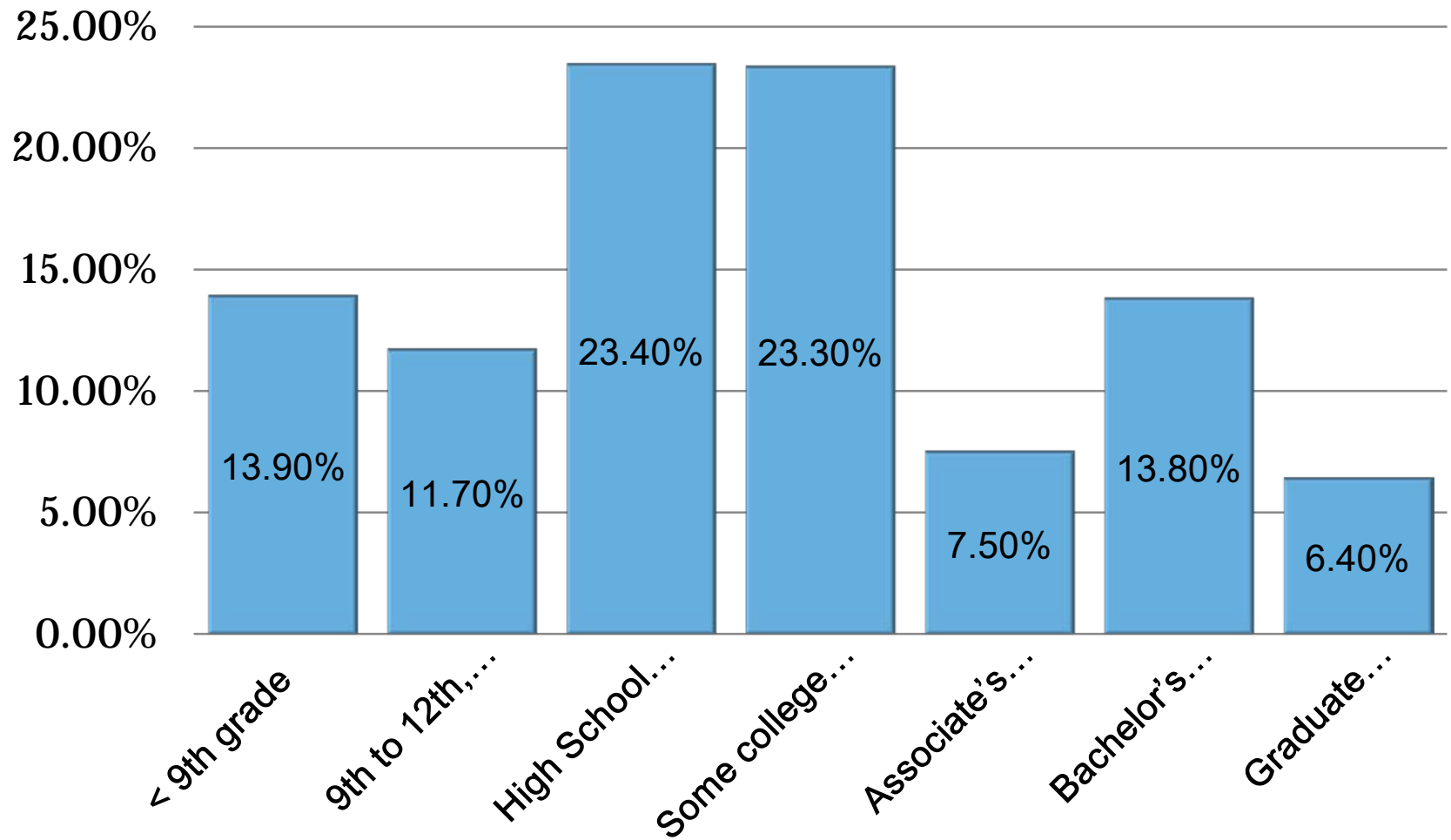
City of Fresno

Age Ranges



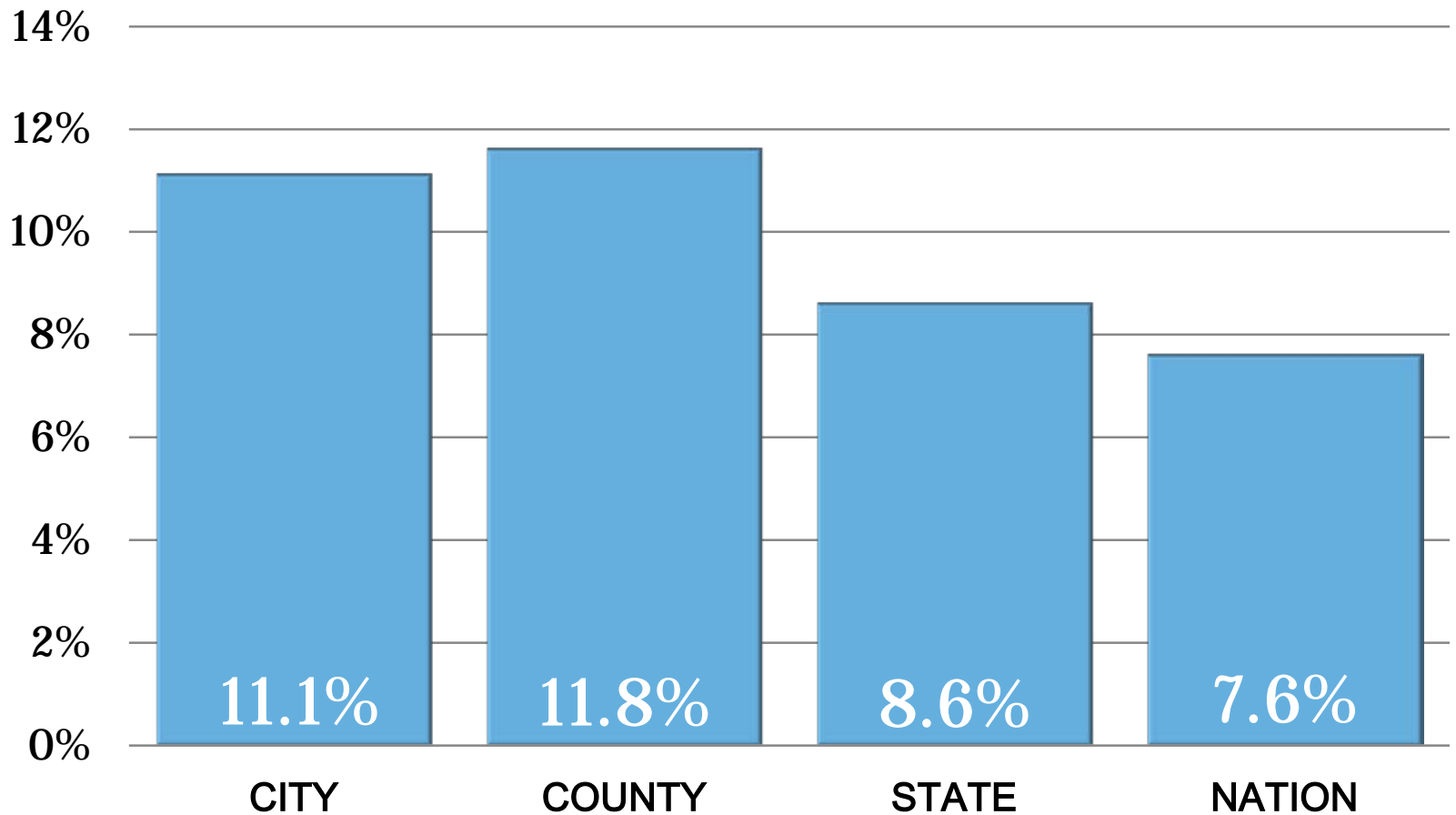
City of Fresno

Education Levels



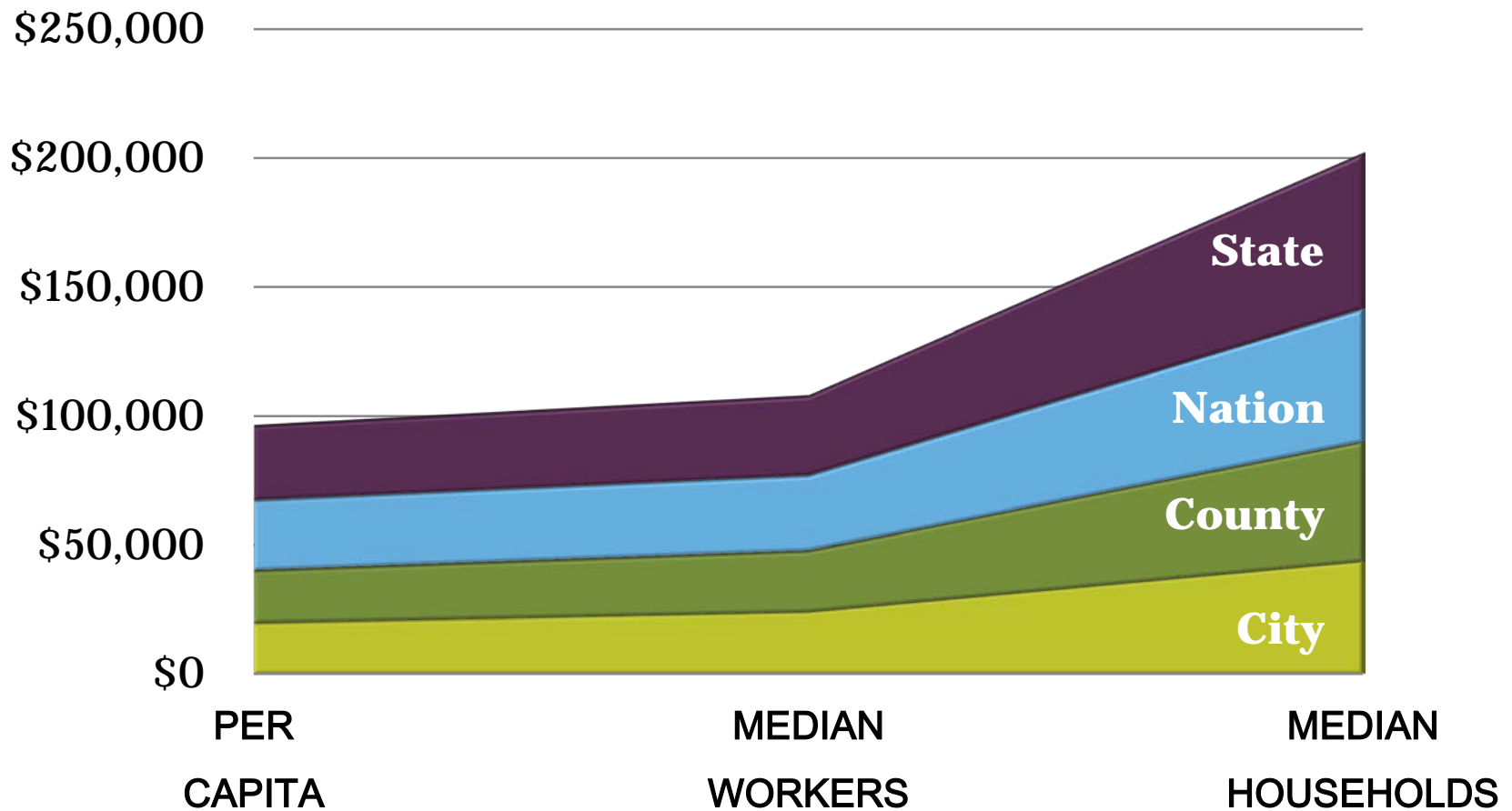
City of Fresno

Unemployment Rates



City of Fresno

Income Levels



City of Fresno – Other Descriptors

- ❑ **Air basin:** *San Joaquin Valley*
- ❑ **Water shed:** *Two major water sheds*
- ❑ **Three national parks:** *Yosemite, Sequoia, and Kings Canyon*
- ❑ **More lakes in Fresno County than any other in California**
- ❑ **Specialty Gardens:** *Forestiere Underground Gardens and Shinzen Japanese Gardens*
- ❑ **Year-around outdoor recreation:** *Backpacking, camping, fishing, white water rafting, skiing, snowboarding, and more*
- ❑ **Ag-tourism:** *farm to fork, ag-tech, and wineries*
- ❑ **Cultural Diversity:** *more than 100 languages spoken locally*

Brand Identity: *Who are we?*

Fresno is a culturally and geographically diverse region of California that offers authentic experiences and big city amenities with small town ease.

Pillars of our Brand Identity



Land Stewardship



Authentic America



Big City Amenities



Small Town Ease



Diverse Culture



Innovation

Agriculture

Number One Agricultural County in the Nation for 45 Years

2009 **\$5.40** Billion

2008 **\$5.67** Billion

2007 **\$5.34** Billion

2006 **\$4.84** Billion

2005 **\$4.64** Billion

2004 **\$4.60** Billion

**All Facts and Numbers came from Fresno County Farm Bureau and the California Department of Agriculture*

Agriculture

2008 Commodities

Grapes
\$723,211,000

Almonds
\$591,636,000

Poultry
\$556,051,000

Milk
\$457,657,000

Tomatoes
\$451,512,000

**All Facts and Numbers came from Fresno County Farm Bureau and the California Department of Agriculture*



Agriculture

Facts

- ▣ Fresno County produces more than **350 crops**
- ▣ **1 out of every 5** jobs in Fresno County is related to agriculture
- ▣ **6,000** Farmers in Fresno County
- ▣ The average farm is **307 acres**; the median size farm is **40 acres**
- ▣ Every **\$1** produced on the farm generates **\$3.50** in the local and regional economy

**All Facts and Numbers came from Fresno County Farm Bureau and the California Department of Agriculture*



City Transformation – Civic Leadership

- ▣ **Higher Education & Workforce Development - Fresno State, State Center Community College Districts**
- ▣ **Major K-12 School Districts**
- ▣ **Economic Development**
- ▣ **City Land Use and Infrastructure Planning**

City Transformation – Civic Leadership

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Economic Development

Economic Development

- ❑ **Export-Oriented/Production Economy vs. People-Serving Industries**
- ❑ **The Creative Economy**
- ❑ **Innovation & Entrepreneurship**
- ❑ **Place-Based Revitalization**

Export-Oriented/Production Economy

TARGET INDUSTRIES:

- ▣ **Food Innovation and Production:** *specialty crops, meats, cheeses, sauces, olive oils, jams, nuts, dried fruits, wines, beers, baked goods, etc.*
- ▣ **Packaging, Supply Chain Management, and Logistics**
- ▣ **Light Manufacturing and Assembly**
- ▣ **Water Technology**

Export-Oriented/Production Economy

- **What's the City's Role?**
- **Physical Capacity and Infrastructure for Industry Attraction, Retention and Expansion**
 - Industrial district with pretreatment facilities
 - Strategic, 5-Year Capital Improvement Plan (CIP)
 - Infrastructure financing and other incentives
 - General plan update with a focus on industrial development
 - Challenges: *Funding for infrastructure, land assembly, recruiting private investors*
- **Streamlined Permitting and Processing**
- **Promotion and Attraction Efforts**

FRESNO Fresh EXPO 2011

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today • Since 1919, 35,984,384,000 Peaches have been produced in the



CENTRAL VALLEY
PRODUCERS



PRODUCT
INNOVATION



MESSAGE FROM
THE MAYOR



NEWS

HOME

- Expo
- Show
- Heritage

TICKETS

- Industry
- Public

SCHEDULE

EXHIBITORS

- Sign-up
- Booth space
- Floor Map
- Set-up
- Parking

SPONSORS

PRESS/MEDIA

- Press Releases
- Media Contacts
- Video Stories / Archive

FAQ



Nurturing Fresno's Creative Economy

- ▣ **Creative Cities Movement**
- ▣ **Creative Economy Council Report**
 - ▣ Change a mindset, change a community
 - ▣ Be smart about growth
 - ▣ A thriving urban center
 - ▣ Quality of place: *celebrating a quality community*
- ▣ **Creative Fresno**

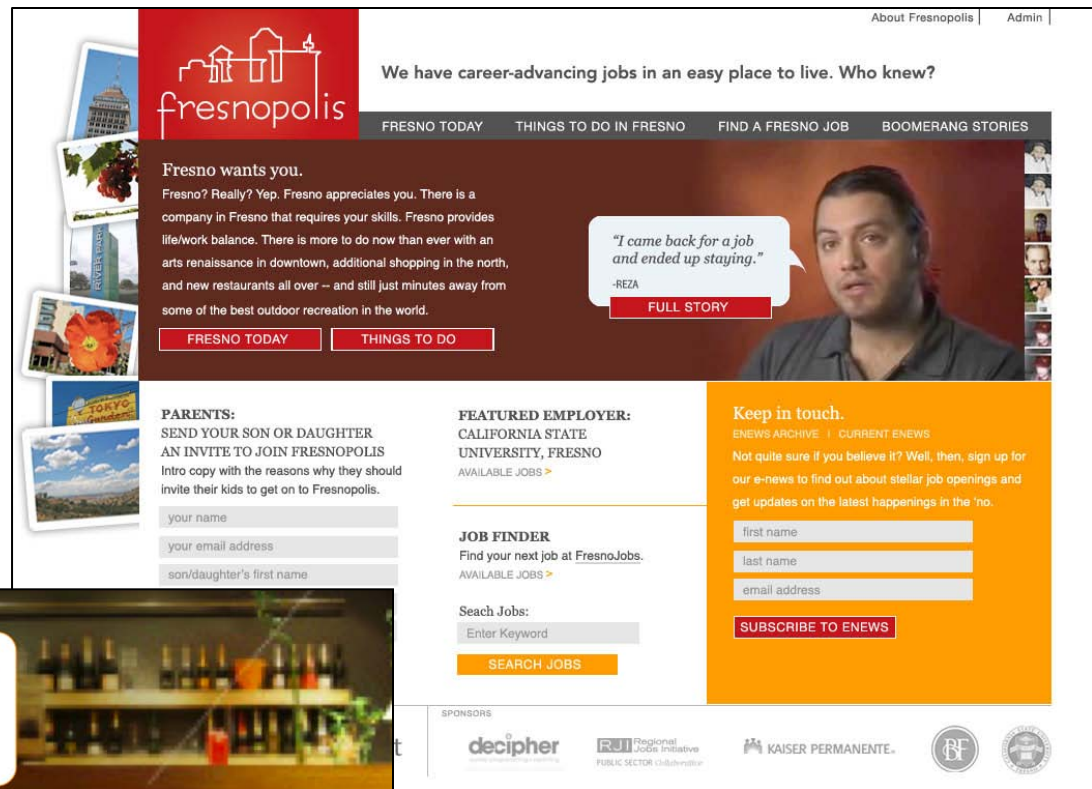
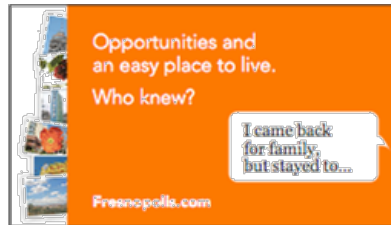
Creative Fresno

- **Blenders:** *First Friday of the month, networking happy hour*
- **Mural Project:** *9 murals in 5 years — most in downtown core*
- **Fun Fundraisers:** *Bartender Challenge, Sexy, One Night in Tokyo*
- **Fresno Urban Sound Experience (FUSE Fest):**
Music festival showcasing Fresno's unique sound
- **MindHub:** *Community Listserv*
- **MindForums:** *Extending the discussion from MindHub*
- **Pecha Kucha Night:** *20 images x 20 seconds*
- **Fresno Film Commission:** *Championing filming in Fresno*
- **Fresno Filmmakers Alliance:** *Supporting the filmmaking community*
- **Government Relations:** *Making our voices heard*
- **Boomerang Project:** *Bringing back our brightest sons and daughters*



Boomerang Project

Boomerang: A person who returns to the place where they are from.



Nurturing Innovation and Entrepreneurship

- ▣ **Lyles Center for Innovation & Entrepreneurship**
- ▣ **Central Valley Business Incubator**

The Lyles Center for Innovation and Entrepreneurship

- ▣ Builds knowledge, skills, and actions of future entrepreneurs through innovative curricula
- ▣ Fosters a culture of innovation throughout the Central Valley
- ▣ Supports the launch of E Centers
- ▣ Guides intellectual property to the market place
- ▣ Prepares startups for capital funding

*One of 12 universities in the
“entrepreneurial vanguard”*

Entrepreneurship Magazine

April 2009

Entrepreneur Pathway



**PORTERVILLE
COLLEGE**

Bakersfield College



LylesCenter
for Innovation and Entrepreneurship



High School

2-year
College

4-year
College

E Centers

**New Venture
Creation &
Growth**

Central Valley Business Incubator

- **14 years of experience**
- **Leadership team with more than 60 years of private sector experience**
- **Institutional knowledge and proprietary programs and systems**
- **Over 20,000 sq. ft. of facilities and lab space**
- **“iHub” 1 of 12 in California; only one focused on agriculture**
- **SBDC program operator for 4 counties**
subject matter experts and support for small businesses



Successes and Milestones

	2009 – Present	To Date
New businesses Created	65	350
Jobs Created or Retained	252	5,000
Capital Infusion	\$9,000,000	\$50,000,000
Entrepreneurs & Business Owners Assisted	1,003	15,000





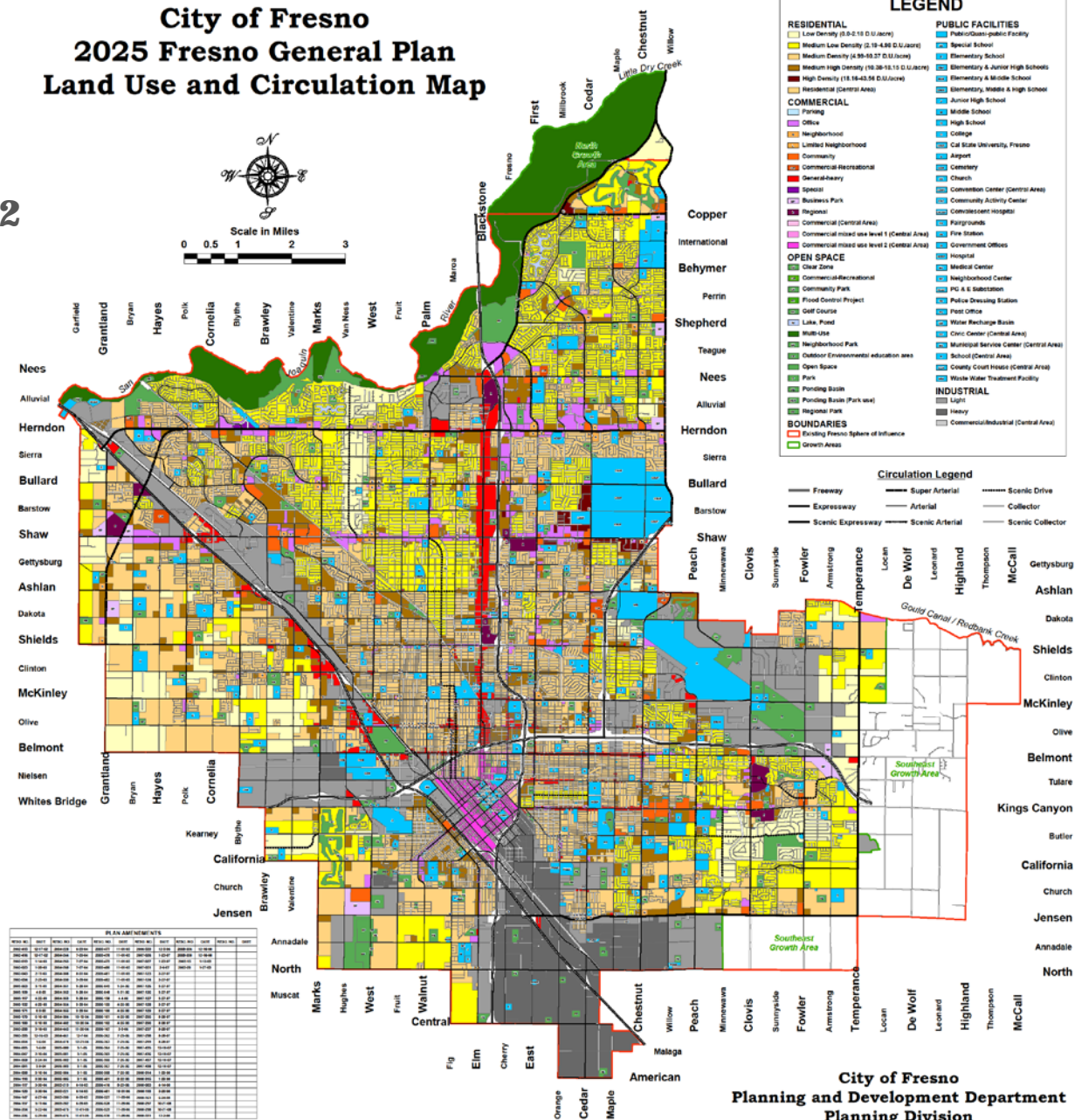
City Land Use and Infrastructure

**Downtown Neighborhoods Community Plan
Fulton Corridor Specific Plan
2035 General Plan Update and Urban Form**

Adopted

November 2002

City of Fresno 2025 Fresno General Plan Land Use and Circulation Map



City of Fresno
Planning and Development Department
Planning Division

2025 Fresno General Plan

Existing 2025 General Plan Overview

- **Adopted 2002**
- **Forecasted 790,000 population holding capacity by 2025**
- **Major goals and policies supporting...**
 - Coordinated Regional Planning
 - Economic and Workforce Development for a Competitive Marketplace
 - Downtown and Neighborhood Revitalization
 - Smart Growth based on Ahwahnee Principles & Landscape of Choice
 - Integrated Multi-Modal Transportation Network, with Transit–Oriented Activity Centers and Corridors
 - Focus on Affordable Housing Throughout Metro Area
 - Expansion into the Southeast Growth Area
- **But implementation accomplished through reactions to private development proposals rather than policy direction for strategic growth locations and coordinated infrastructure investment**

Southeast Growth Area

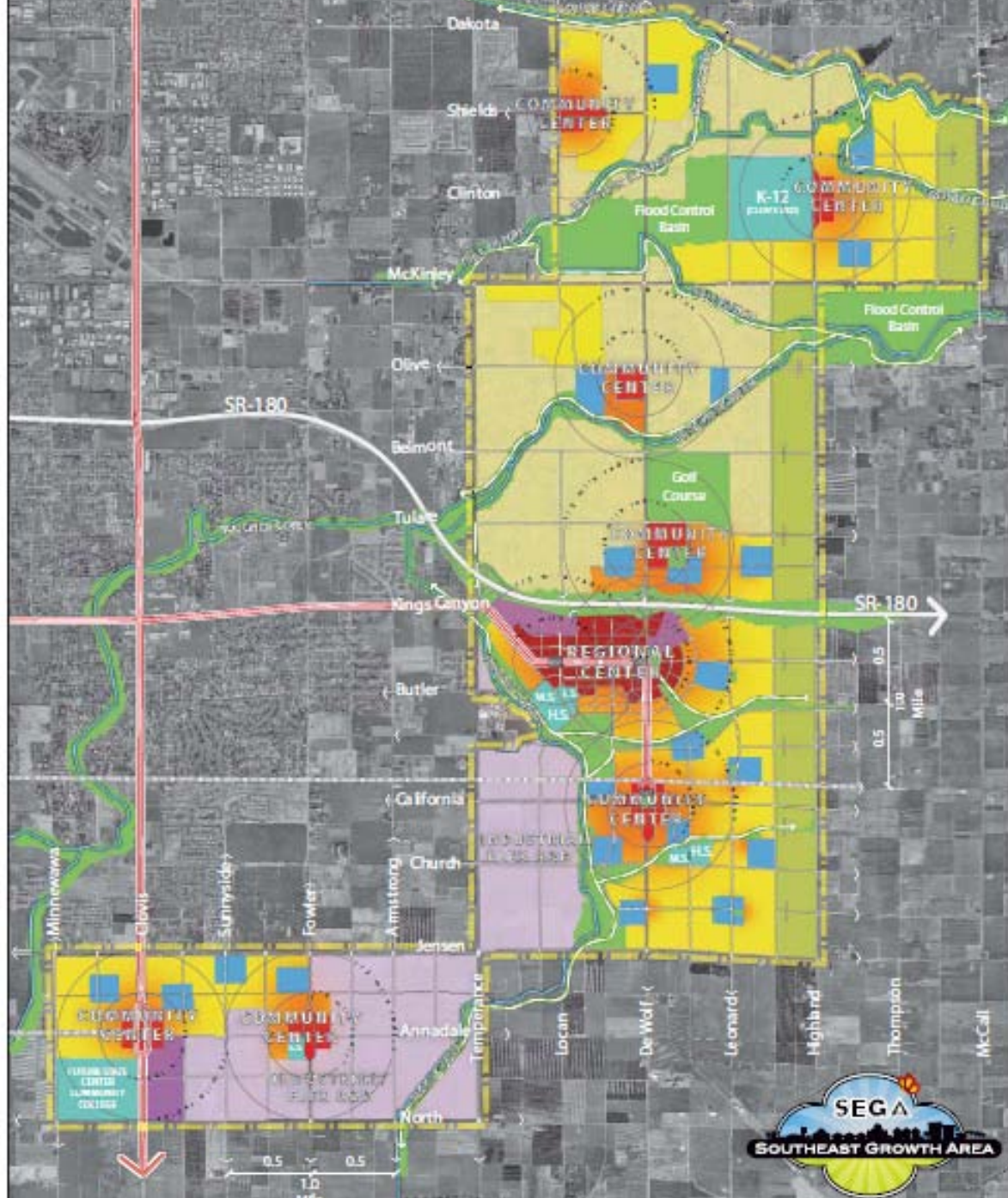


- | | |
|--|--|
| Regional Center | Mixed Residential |
| Community Center | Neighborhood Residential |
| Neighborhood Center | Rural Residential |
| Office Center | Rural Cluster Residential |
| Flex RMO | Park/Open Space/
Flood Control |
| Institutional* | Waterway |

LAND USE

INFRASTRUCTURE

- | | |
|--|--|
| Highway | Walking Trail |
| Boulevard/Regional Corridor | Commuter Rail |
| Transit Station | Bike/Pedestrian Trail |



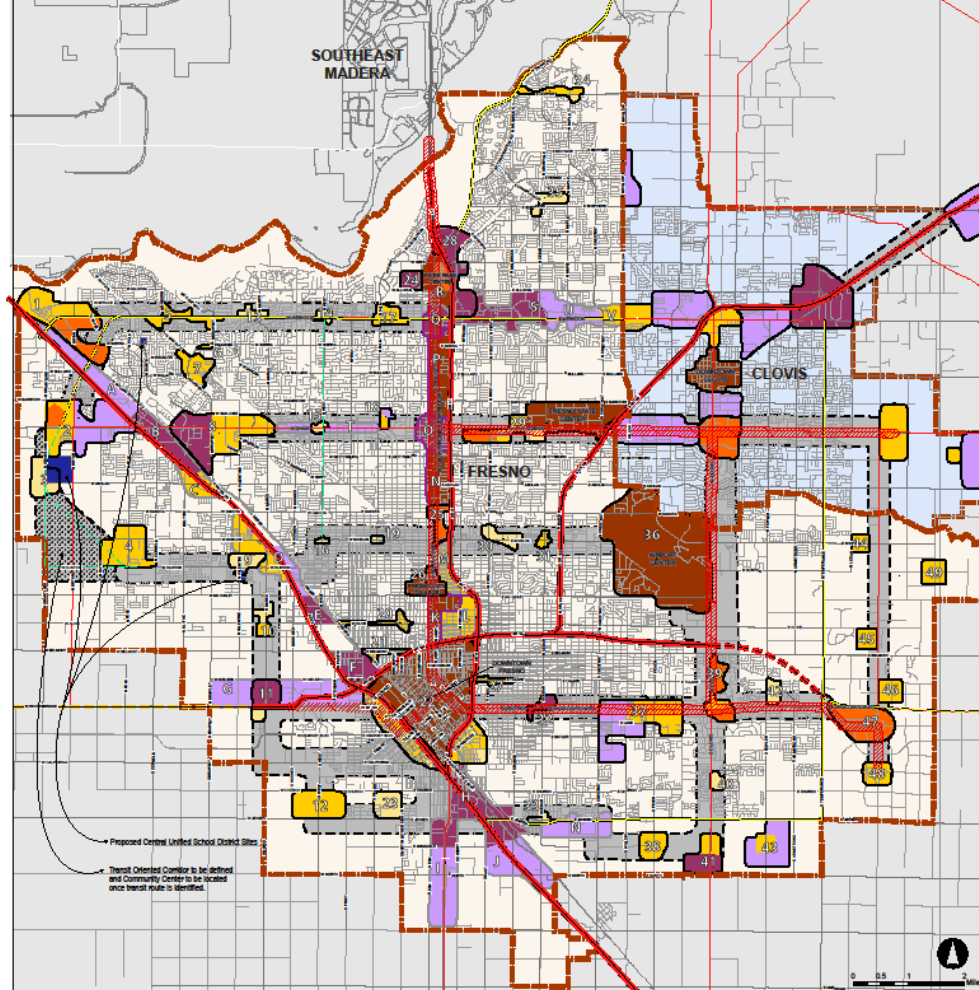
SEGA Illustrative Plan

Southeast Growth Area (SEGA) Plan

- ❑ **Innovative smart growth green field plan**
designed by Calthorpe Associates
- ❑ **Meets and/or exceeds AB32 and SB375**
- ❑ **Long-term phasing of SEGA development to support downtown and community revitalization**
- ❑ **Fiscal, environmental, energy and water resource, and community sustainability**
- ❑ **Integrated land use, transportation, transit, walking and biking**
- ❑ **Hierarchy of mixed use centers**
- ❑ **Provision of a wide range of housing and employment opportunities**
- ❑ **Provision of an extensive open space, green infrastructure, advanced water recharge and reclamation, and agricultural buffer-transition zone**

2050 Activity Center & Transit Oriented Corridor Map

Activity Areas Evaluation



Fresno General Plan Activity Areas Evaluation and Refinement Study

The Fresno General Plan's Urban Form Element established a concept for infill and revitalization around a system of Activity Centers and Intensity Corridors. The diagram above is the starting point for moving this concept forward. Integrating Fresno's vision with one for Clovis. The effort will also integrate concepts from other efforts that are defining development opportunities within Fresno's sphere of influence, the area's transit network, and other public infrastructure investments.

The diagram indicates initial concepts for:

- **Community(Major & Minor) and Regional Centers:** mixed use areas of retail, entertainment, office, residential, and other uses that vary in terms of intensity of use and the reach of their market area.
- **District and Regional Employment Centers:** mixed use areas focusing on employment uses, some support retail and service uses, and possibly some workforce-oriented homes, again these vary in terms of intensity and the range from which they will attract employees.
- **Special Centers and Corridors:** mixed use areas with a particular focus or anchor use - downtown, Fresno State, the Airport.
- **Potential Transit Oriented Corridors:** potential land use intensification areas along potential high-occupancy transit lines, further assessment will identify Activity Areas and concepts for revitalization that can take best advantage of investment in transit.

This diagram is an initial concept, the December 9th Workshop is the start of a cooperative planning process to refine this framework vision for Fresno's future.

LEGEND

MAJOR ROADS
PROPOSED MAJOR ROADS
LOCAL ROAD
EXPRESSWAYS
PROPOSED EXPRESSWAYS
FUTURE MULTILANE HIGHWAY
METRO RURAL LOOP SUB-LOOP & SPOKES
FRESNO
PROPOSED FREEWAYS
MAJOR ROADWAYS
POTENTIAL TRANSIT ROUTE

ACTIVITY CENTER
INTENSITY CORRIDOR
POTENTIAL TRANSIT ORIENTED CORRIDOR
CITY BOUNDARY
POTENTIAL BRT ROUTES
PFS PHASE I BRT ROUTES
PFS PHASE I & BRT WATER PLAN PRIORITY ROUTES
BRT WATER PLAN PRIORITY ROUTES
BRT WATER PLAN ROUTES

FUTURE TYPOLOGIES
MINOR COMMUNITY CENTER
MAJOR COMMUNITY CENTER
REGIONAL CENTER
DISTRICT EMPLOYMENT CENTER
REGIONAL EMPLOYMENT CENTER
SPECIAL CENTER/CORRIDOR

NOTE: STUDY MAY IDENTIFY OTHER MAJOR AND
LIKELY MANY MINOR INTENSITY CORRIDORS.

2050 ACTIVITY CENTER & TRANSIT ORIENTED CORRIDOR TYPOLOGIES KEY MAP

City of Fresno
September 9, 2009



COMMUNITY DESIGN ARCHITECTURE
PLANNING • DESIGN • BUILD • MANAGE

New 2035 General Plan Updates

■ **Plan Update**

- Key goal is to prepare and adopt a comprehensive and integrated General Plan Update with a new urban form

■ **Plan and Code Update – *Existing Land Use***

- Predominant single-family, low density, and auto-dependent existing sub-urban pattern of development

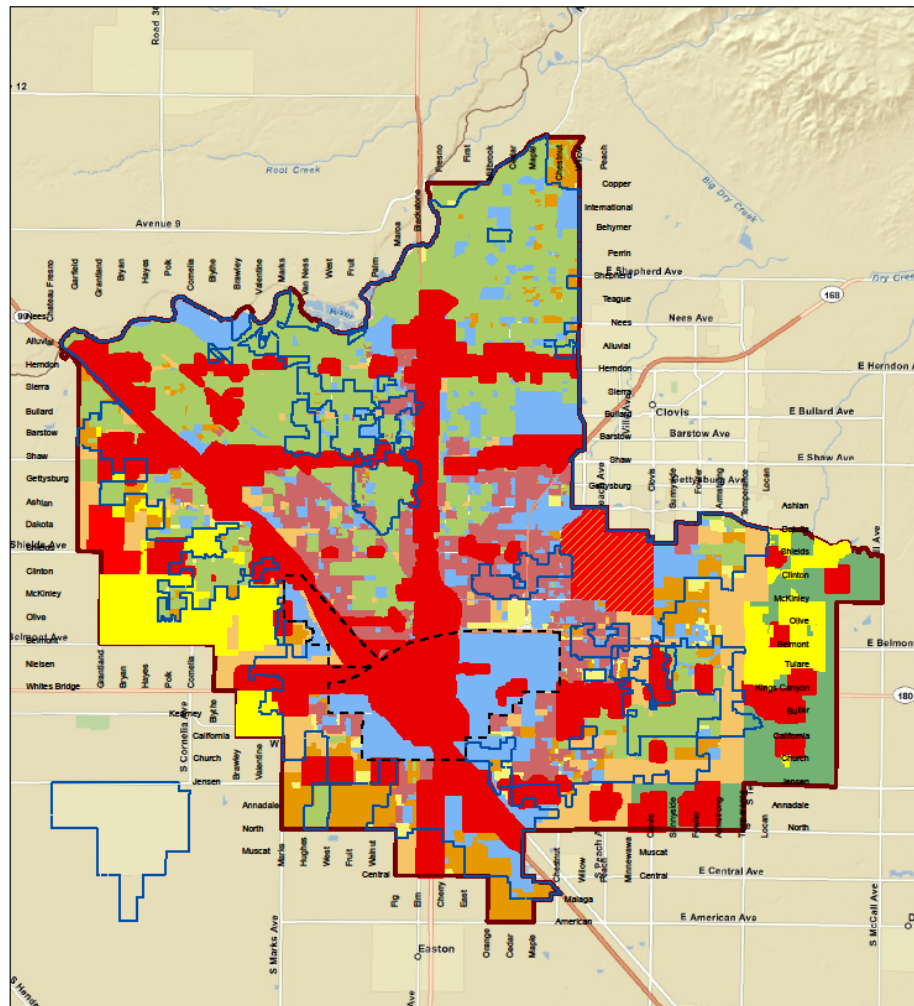
2035 General Plan and Code Update

New Urban Form

- ❑ **Defining ‘Areas of Change’ versus ‘Areas of Stability’**
- ❑ **Re-centers a revitalized downtown as region’s primary activity center**
- ❑ **New growth focused around bikeable/walkable neighborhoods and transit corridors**
- ❑ **Fosters residential and commercial density that supports transit**
- ❑ **Conserves prime farmland**
- ❑ **Accomplishes energy and water efficiency and conservation**
- ❑ **Overcomes serious poverty and fiscal constraints**
- ❑ **Prioritizes key infrastructure investments to support population and job growth projections**

Areas of Change, Stability

Neighborhood Characterization



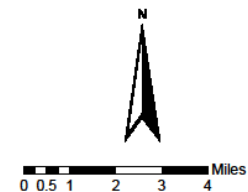
Legend

- Sphere of Influence
- City Limits
- Downtown Plans
- Rural Residential Parcelized
- Potential Areas of Change
- Potential Areas of Transition
- SEGA

Neighborhood Character

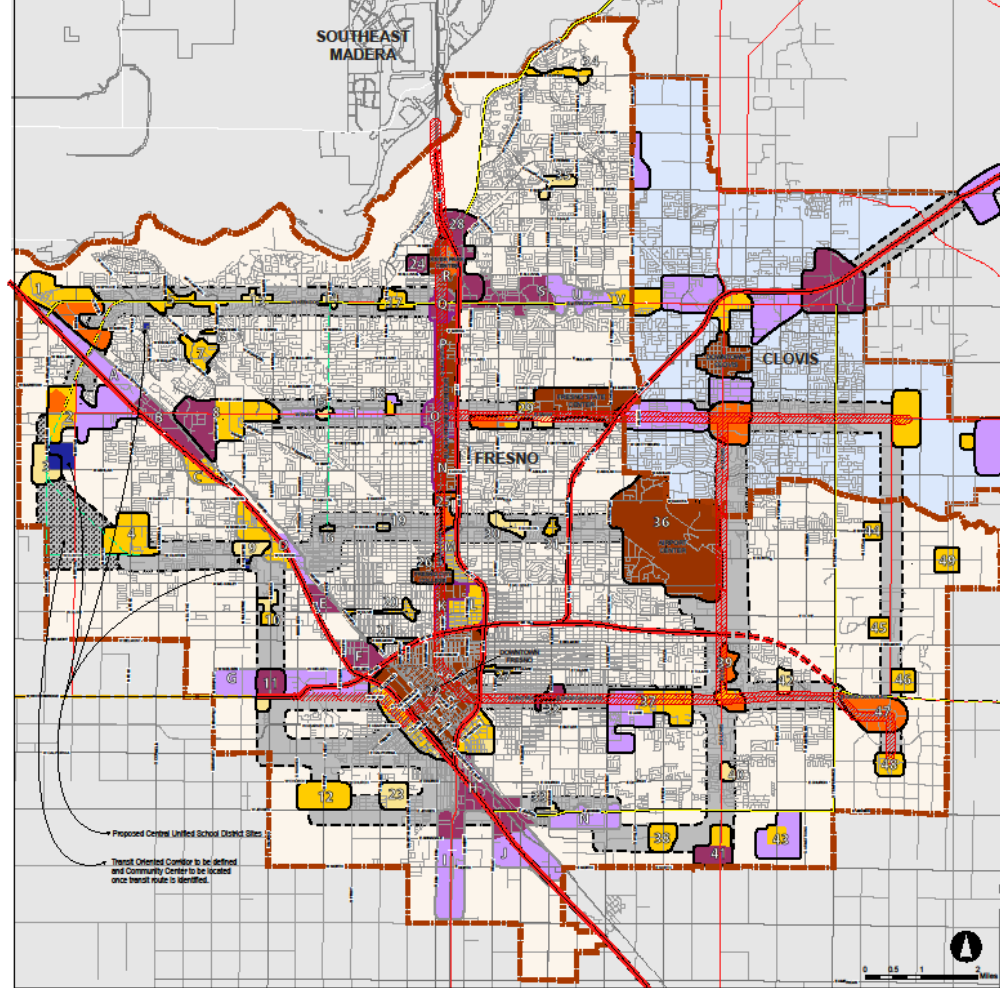
Typology

- Further Study
- Preservation
- Maintenance
- Remediation
- Transformation



Activity Areas Evaluation and Refinement Study

Activity Areas Evaluation



Fresno General Plan Activity Areas Evaluation and Refinement Study

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LEGEND

MAJOR ROADS	ACTIVITY CENTER	FUTURE TYPOLOGIES
PROPOSED MAJOR ROADS	INTENSITY CORRIDOR	MINOR COMMUNITY CENTER
LOCAL ROADS	POTENTIAL TRANSIT ORIENTED CORRIDOR	MAJOR COMMUNITY CENTER
EXPRESSWAYS	CITY BOUNDARY	REGIONAL CENTER
PROPOSED EXPRESSWAYS	POTENTIAL BRT ROUTES	DISTRICT EMPLOYMENT CENTER
FUTURE MULTILANE HIGHWAY	PHASE 1 BRT ROUTES	REGIONAL EMPLOYMENT CENTER
METRO RURAL LOOP SUB-LOOP & SPOKES	PHASE 2 BRT ROUTES	SPECIAL CENTER CORRIDOR
PROPOSED FREEWAYS	BRT WATER PLAN PRIORITY ROUTES	
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MAJOR ROADWAYS	BRT WATER PLAN ROUTES	
POTENTIAL TRANSIT ROUTE		

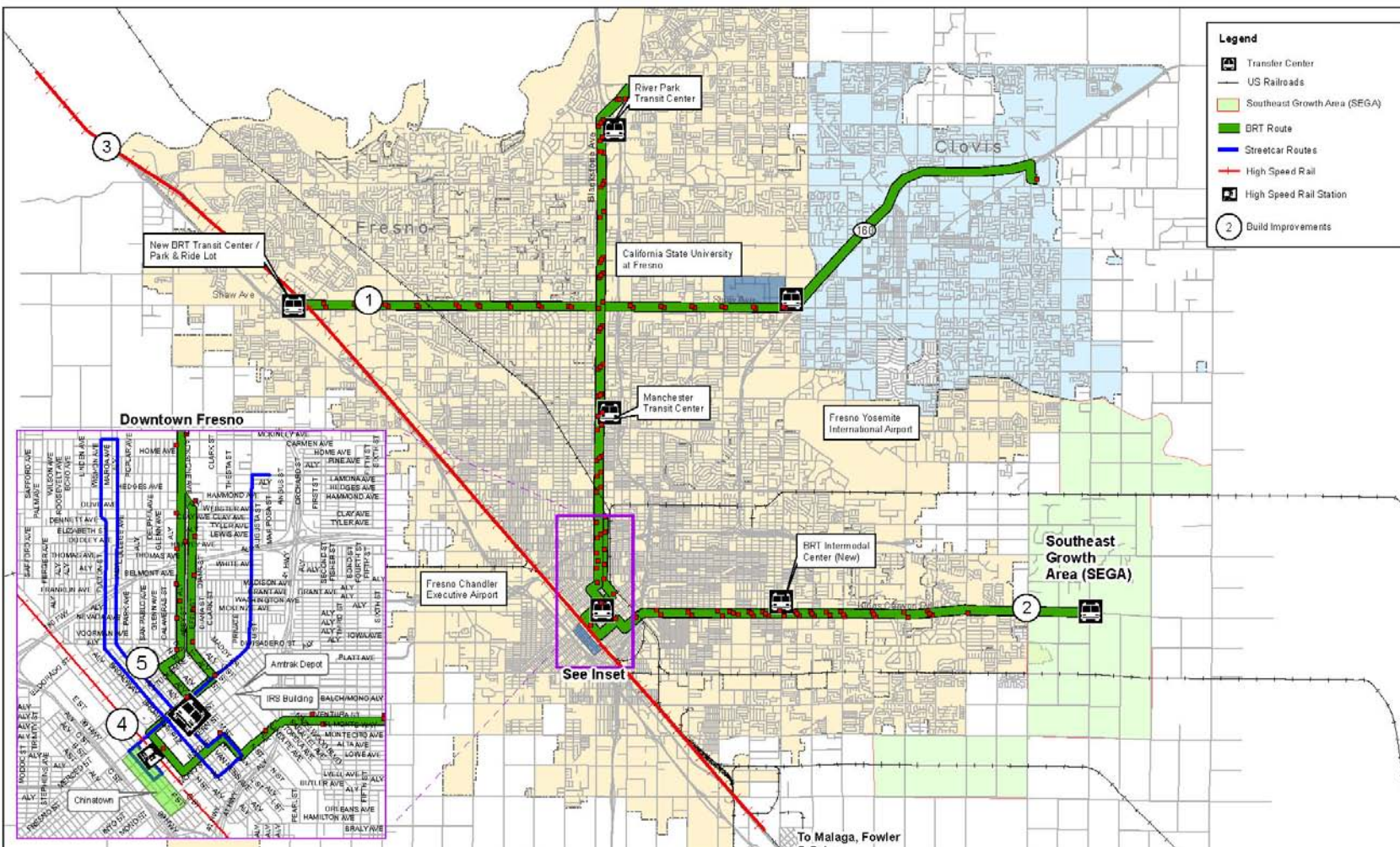
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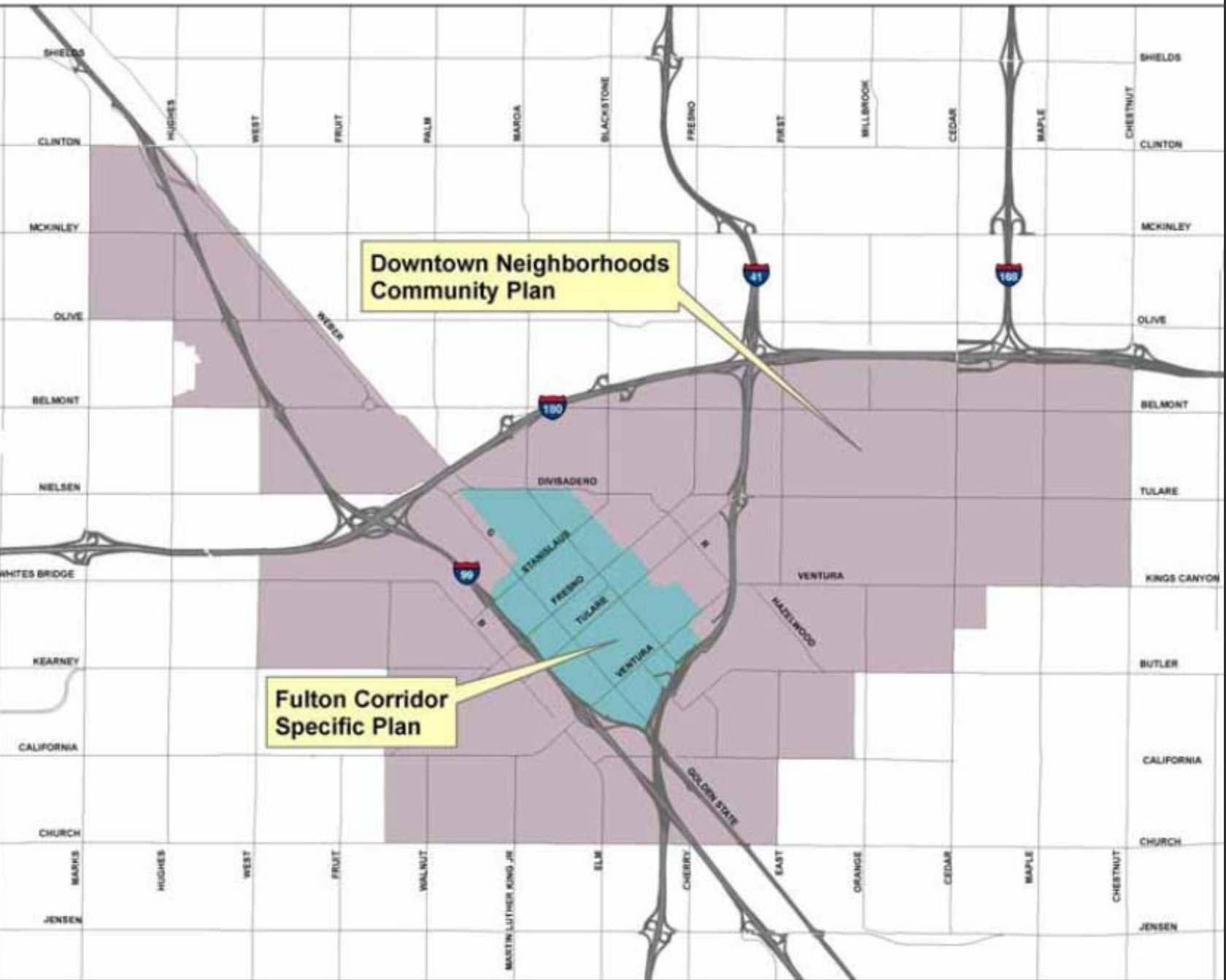


COMMUNITY DESIGN ARCHITECTURE
ARCHITECTS AND PLANNERS

Future High Capacity Transit Corridors For all 3 Land Use Scenarios



Caption?



High Poverty Areas

- High Poverty Areas (40%+)
- Overlapped with Community Plan Area



*Fresno, California:
Transforming a City*